

20BSC570 Strategic Management

This module is principally taught by **School Of Business And Economics**

Version Number	20	Version Start Date	28/09/2020
Instance Number	01	Instance Start Date	28/09/2020
Modular Weight	20		
Exam Weighting	100%		
Credit Level	6		
Student Effort (hours)	200		
Prereq Modules	BSB562(E) & BSA526(E) & BSB555(E) or BSA506(E) or equivalents		
Excluded Combinations	BSC055, BSC565, BSC044		
Distance Learning	None		
Module Leader	Dr AD Wilson		
Delivery Period	Semester One		
Delivery Start-End Date	28/09/2020 - 29/01/2021		
Availability	Module is generally available to any student meeting pre-requisites, but numbers may be restricted.		

AIMS:

The aims of this module are:

- to extend and build upon pre-requisite modules in Marketing, Accounting and Human Resource Management;
- to develop an appreciation of how organisations act at the business and corporate levels;
- to develop skills of both analysis and synthesis;
- to encourage an openness to new ideas and an awareness that in many situations there is a range of options which should be evaluated;
- to develop an appreciation of the context in which strategy is formed;
- to develop the ability to think critically about strategic concepts.

INTENDED LEARNING OUTCOMES:

Knowledge and Understanding

- o explain the meaning of strategy and the differences between business and corporate strategic management;
- o define the terminology of strategic management;
- o critically discuss current issues in strategic management;
- o debate the tensions that exist in developing and carrying through a strategy;
- o discuss and critically evaluate the theoretical concepts, models, tools and techniques that have been developed to aid and facilitate strategic management;
- o debate the role of context and knowledge in strategic management;
- o discuss how to undertake strategy development and the challenges that strategic managers might face.

Subject-Specific - Cognitive Skills

- o analyse the environments of a business;
- o assess alternative strategies for a business and select the most appropriate;
- o evaluate strategic fit;

Key Transferable Skills

- o express their ideas and challenge the ideas of others in a constructive way;
- o work independently and think critically;
- o identify the important facets contained in a piece of text.

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CONTENTS:

Practice of strategic management in alternative contexts. Environmental analysis and strategic fit. Strategic capability, resources and competitive advantage. Development of strategy, directions and methods. Critical thinking and application of information. Evaluating strategic alternatives. Recognising and managing failure. Forms of strategic management. Corporate strategy. Strategic case analyses.

TEACHING AND LEARNING:

Activity type	Hours	Comments
Guided independent study	158	
Lecture	42	
Total:	200	

A combination of lectures and case study sessions (usually 4 hours per week).

Student effort made up of:

- Contact time: lectures and case study sessions: 42 hours
- Private study comprising guided reading of key texts and Learn server material; preparation for case study discussion; directed small group discussions; student self-directed reading; examination preparation and revision.

ASSESSMENT:

Assessment Title	Weight (%)	Assessment Type	Exam Semester	Exam Length
Open Book Exam	100	Exam	1	3 hrs
Total:	100			

One three-hour open-book written examination (100%) taken at the end of the semester.

METHOD OF FEEDBACK:

1. Feedback given to students in response to assessed work

Generic written feedback on the examination will appear on module Learn page after results are published.

2. Developmental Feedback generated through teaching activities

Indicative answers and marking criteria discussed in class sessions;
Advice and support during case study sessions.